

Intervention: Community interventions for reducing smoking among adults

Finding: Insufficient evidence to determine effectiveness

Potential partners to undertake the intervention:

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| <input type="checkbox"/> Nonprofits or local coalitions | <input type="checkbox"/> Businesses or labor organizations |
| <input type="checkbox"/> Schools or universities | <input type="checkbox"/> Media |
| <input checked="" type="checkbox"/> Health care providers | <input type="checkbox"/> Local public health departments |
| <input type="checkbox"/> State public health departments | <input type="checkbox"/> Policymakers |
| <input checked="" type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Findings from the systematic reviews:

There is insufficient evidence to determine the effectiveness of community interventions as a means for reducing smoking among adults. The largest and most rigorous studies (US COMMIT study and Australian CART study) failed to detect an effect on smoking prevalence. A community approach will remain an important part of health promotion activities, but designers of future programs will need to take account of this limited effect in determining the scale of projects and the resources devoted to them.

Practices that lack sufficient research to support effectiveness should not be confused with ineffective programs. Rather, they should be recognized as programs that have the potential to become evidence-based practices—if properly evaluated. Practitioners are encouraged to monitor the impact of these programs in their communities and report on their findings in order to build a base of knowledge sufficient to reach consensus.

References:

Secker-Walker RH, Gnich W, Platt S, Lancaster T. Community interventions for reducing smoking among adults. *The Cochrane Database of Systematic Reviews* 2002; Issue 2. Art. No.: CD001745. DOI: 10.1002/14651858.CD001745.